


26. (New) The method of producing an information display comprising the steps of:  
soliciting from a particular vendor site various products which are to be promoted at particular times of the year; and  
preparing articles for inclusion in selective editions of said display, each said commissioned article pertaining to one or more of said solicited products; and  
distributing editions of said display to said vendor for distribution to patrons of said vendor site.



27. (New) The method of claim 26 further including the step of:  
including, in association with each said prepared article, brand specific identification of said product which pertains to said article.

28. (New) The method of claim 26 further including, in association with each said prepared article, brand specific identification of products other than said product pertaining to said display.

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### REMARKS

The Examiner has rejected Claim 1 under 35 U.S.C. 103 as being unpatentable over Tai in view of the Retailing magazine. The Examiner has said:

“Tai discloses delivery of coupons in magazines and newspapers in col. 1, lines 26-49; magazines and newspapers include non-product information attractive to customers. The coupons in Tai are directed to brand name products, see col.1, line 32. Tai does not disclose displaying the magazines or newspapers in the store. The “Retailing” publication discloses displaying magazines next to the check-out counter in lines 46-49 of the first column of page 19. It would have been obvious to one of ordinary skill in the art to display the magazines and

coupons of Tai in a store in view of the showing and teaching of the “Retailing” publication. This rejection is traversed.

Claim 1 includes the clause “collecting information about the product, the collected information pertaining to practical uses or advantages of the product; . . .”

The Examiner has not addressed the “collection of information about a product” and certainly has not addressed the fact that the information so collected pertains “to practical uses or advantages of the product”. The Tai patent, as the Examiner says, teaches the identification of products which can be the subject of coupons. The Tai patent certainly does not teach or even suggest the collection of specific information about certain attributes of a product. At best, the information that Tai generates pertains to the purchasing habits pertaining to certain products and to methods of delivering coupons to the heavy users of those products.

Claim 1 further recites “preparing a publication that includes a feature article that incorporates within the feature article the collected information and that also specifically references a brand of the product;”

The Examiner also has not in any manner addressed this clause of Claim 1. More specifically, neither the Tai reference nor the Retailers article addresses the use of articles within a publication that incorporate within them the information that has been collected, and the Examiner has not said otherwise. In addition, the claim calls for brand information to be included in the feature article and the Examiner has not addressed that claim element. Accordingly, for the reasons discussed above, it is respectfully suggested that Claim 1 should be held allowable since the combination of the art that has been cited by the Examiner does not address several of the claim limitations, thus making the rejection improper.

Claim 4 has been rejected under 35 U.S.C. 103(a) with the Examiner stating:

“Further, merely calling for the store colors to be on the coupons would involve only a notorious expedient of the art especially in the situation in which the coupon is for a brand which is exclusive to a store.”

This rejection is traversed.

The Examiner has not pointed to any prior art where a publication contains articles which in turn contain specific product information and where the publication bears the colors (or even the name) of the store. The Examiner’s rejection talks about a product unique to a store. However, the claim does not in any manner state that the product about which the article is written is unique to the store. Indeed, a very powerful application of the invention for a particular store is where the product is NOT unique to the store. Accordingly, it is respectfully requested that Claim 4 should be held allowable.

Claim 10 has been rejected under 35 U.S.C. 103(a) as being unpatentable with the Examiner stating:

“Further, it would have been obvious to one of ordinary skill in the art in view of the teaching on page 20 in lines 28-40 of the first column of the “Retailing” publication to include recipes in magazine advertisements of food, which advertisements include the coupons of Tai.”

The claim calls for the recipe to be included within a feature article, the feature article having incorporated within it certain collected information. The Examiner has pointed to the Retailing magazine for the proposition that it was known in 1952 to print magazines with general interest articles and to include recipes in the magazine. The claim calls for the recipes to be included within the feature. The Examiner has not even suggested that it was known prior to this invention to include recipes within a feature article. Since the Examiner has not addressed this limitation in any manner, it is respectfully requested that claim 10 should be held allowable.

Claim 17 has been rejected under 35 U.S.C. 103(a) as being unpatentable with the Examiner stating:

“Tai, as modified by the “Retailing” publication, shows all the features of the applicant’s claimed invention except locating the products near the publication. Degasperi et al teach that coupons are used most often when placed near the products. It would have been obvious to one of ordinary skill in the art in view of the teaching in Degasperi et al to locate the products near the magazines with coupons of Tai.”

As discussed above, the Tai reference does not address collecting information about the product. The Tai reference does not teach the preparation of a publication that includes the incorporation of the collected information in any manner and certainly not incorporated within non-product information. Accordingly, it is respectfully submitted that Claim 17 should be held allowable.

New claims 18 to 28 should also be held allowable since none of the art cited by the Examiner in any way suggests or even hints at the incorporation of brand information into an article, the brand information pertaining to a product within the article.

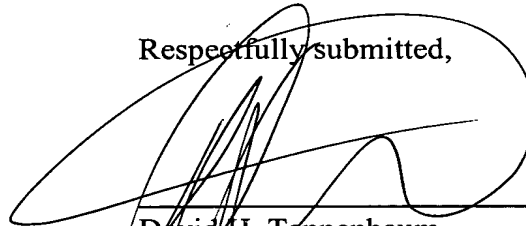
Claims 19 through 25 depend from claim 18 and for the reasons set forth above should be held allowable and further should be held allowable since each of said claims contains at least one limitation not found in the prior art in combination with claim 18.

Claim 26 is directed to a situation where products are identified by a vendor for promotion at various times of the year and the identified products are featured in articles within a display associated with that vendor, the display timed to coincide with the promotion time for the selected products. The Examiner has not cited any art showing this combination and thus claim 26 should be held allowable.

Claims 27 and 28 should be held allowable as they add further novel limitations to Claim 26.

Favorable action, as discussed above, is earnestly solicited and it is respectfully requested that this application be passed to issue.

Respectfully submitted,

A large, stylized handwritten signature in black ink, appearing to read 'David H. Tannenbaum', is written over a horizontal line.

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